

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	CHANGE OF NAME		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
THE S.L.E. FOUNDATION, INC.		01/31/2005	NOT-FOR-PROFIT CORPORATION: NEW YORK
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	THE S.L.E. LUPUS FOUNDATION, INC.		
<b>Street Address:</b>	330 Seventh Avenue, Suite 1701		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10001		
<b>Entity Type:</b>	NOT-FOR-PROFIT CORPORATION: NEW YORK		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2619859	GET INTO THE LOOP.	
Registration Number:	3117662	HOLLYWOOD BAG LADIES	
Registration Number:	3080215	HOLLYWOOD BAG LADIES	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(212)813-5901		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	212-813-5900		
<b>Email:</b>	anicolescu@fzlz.com		
<b>Correspondent Name:</b>	LAWRENCE E. APOLZON		
<b>Address Line 1:</b>	FROSS ZELNICK LEHRMAN & ZISSU, P.C.		
<b>Address Line 2:</b>	866 UNITED NATIONS PLAZA		
<b>Address Line 4:</b>	NEW YORK, NEW YORK 10017		
<b>ATTORNEY DOCKET NUMBER:</b>	LUP 0801014		
<b>NAME OF SUBMITTER:</b>	Lawrence E. Apolzon		

CH \$90.00 2619859

Signature:

/anca nicolescu/

Date:

07/31/2008

Total Attachments: 0

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